**ADA Compliance Video Transcript**

In case you were concerned, the title slide was a bad example of ADA compliance in video creation. Throughout this video, we will look at some examples of good and bad practices in video creation as they relate to ADA compliance and we’ll review what you can do to make your materials both instructive and compliant.

Let’s have another look at the title slide. First, the background color was way too bright. Any individuals with visual impairments or colorblindness may not be able to see text on top of colors as bright as these. The contrast of the text on the background was also unappealing and unpleasant. The text animations were noisy and distracting, and the fonts were very difficult to read. It’s important to keep your audience in mind when constructing your videos.

Today, we’ll discuss video and audio quality, the use of appropriate text and descriptives, and the importance of captioning and transcripts.

But let’s begin by asking the question, “what do your students need to see?” This will help you plan and proceed with ADA compliance. Will they need to see a screencast from your computer? Will they need to see tools or processes being demonstrated? Will they need to see your face or body language? Will they need to see simulations, graphics, or animations relating to your topics? Or will they need a combination of all of these?

For instance, in this example, do you think it’s imperative that we see the gentleman introducing the tutorial, or is it more of a distraction? Let’s have a look. Take into consideration your audience and the goal of your video, so it’s probably not necessary here.

When aiming to build a quality video, keeping the camera steady and producing high resolution, clear images are extremely important to remember. Keep your movements slow and steady and limit the amount of zooming and panning you do so those with visual impairments are not aversely affected. This sample video has violated all of these design considerations.

Similarly, when producing quality audio for your videos, speaking slowly and clearly are key. Be sure to face the camera’s microphone or record your audio with a lapel mic or following the video collection. Try to reduce background noise as much as possible. What are some of the issues you notice in this example?

Including text can increase your students’ learning by providing additional information and instructions. Choose a simple font large enough to see clearly and whose color contrasts with your chosen background (such as black font on a white background). Limit the amount of text animation, flashing or blinking text, and brightly colored fonts. Also, try to limit the amount of words used to describe or instruct. It is difficult for your brain to read text, while simultaneously watching video, and listening to instructions. What do you see challenging in this example video?

Finally, new regulations are requiring that video be closed captioned for the hearing impaired. Several video-sharing sites have closed captioning features but they very often transcribe your audio poorly. Captioning must be accurate and spelled correctly and timed appropriately. Printable transcripts must also be available for students with hearing or visual impairments.